

California Regional Water Quality Control Board
North Coast Region

RESOLUTION NO.: R1-2002-78

**NORTH COAST REGIONAL WATER QUALITY CONTROL BOARD OFFICE
POLICY REGARDING DISSEMINATION OF INFORMATION TO THE MEDIA**

WHEREAS, there is increasing awareness and public interest of the importance of water quality issues; and

WHEREAS, there is an increasing demand on staff to frequently interact with the media to provide technical and policy information relating to adopted orders or decisions; and

WHEREAS, there is a need for increased dissemination of information to the media in the form of formal Regional Water Board press releases; and

WHEREAS, there is a need to provide timely and accurate information to the media; and

WHEREAS, Regional Water Board staff should follow the State Water Resources Control Board, Media and Public Guidelines (Rev 4/5/01) for providing information to the media and coordinate all significant press releases with the State Board's Public Affairs Office.

THEREFORE, BE IT RESOLVED, that the following revised policy shall be used by Regional Water Board staff with respect to information provided to the media:

1. All media requests for information on new issues will immediately be referred to the Executive Officer for response.
2. In the absence of the Executive Officer, the requests shall be forwarded to the Assistant Executive Officer for response.
3. In the absence of the Executive Officer and Assistant Executive Officer, the requests shall be forwarded to the Supervising Engineer in charge of the area in which information is being requested, or in his or her absence, to other Supervising level staff in the office.
4. Requests for information may be directly referred to a senior or other qualified staff person, if:

- A. The senior or other qualified staff person has been previously designated by the Executive Officer, Assistant Executive Officer, or his or her immediate supervisor to release information with respect to specific waste discharges or water quality issues.
 - B. The media representative requests a specific staff person by name. If the specified person has not been delegated to respond, he or she should refer the call as described in 1, 2, or 3 above. In the absence of all supervisory staff, the specified staff person should note the requested information and inform the media representative that the information will be provided by the responsible supervisor as soon as possible.
5. All written press releases will be approved by the Executive Officer prior to release to the media.

Certification

I, Susan A. Warner, Executive Officer, do hereby certify that the foregoing is a full, true, and correct copy of a Resolution adopted by the California Regional Water Quality Control Board, North Coast Region, on August 22, 2002.

Susan A. Warner
Executive Officer

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